

"you certainly 'measure-up', young lady"

The physician prescribing Biolac is certain of this...the nutrition of his Biolac Babies "measures-up" to optimum standards.

For Biolac (supplemented with vitamin C) is a *complete* infant

For Biolac (supplemented with vitamin C) is a complete infant formula. Adequate vitamins A, B_1 , B_2 and D, as well as iron and carbohydrate eliminate calculating extra formula ingredients. The high-protein level of Biolac provides for normal growth and optimum health. Because of the scientifically adjusted milk-fat content, Biolac is readily assimilated—with a minimum of fat upsets. Small, soft curds and ample lactose assure ease of digestion and a natural stool closely resembling that from human milk.

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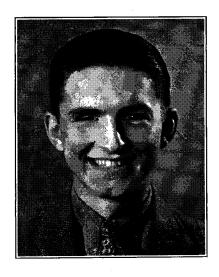


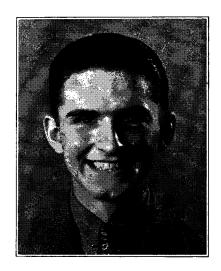
Easily calculated...quickly prepared. I fl. oz. Biolac to 1½ fl. oz. water per pound of body weight.

Biolac is a liquid modified milk, prepared from whole and skim milks, with added lactose, and fortified with vitamin B, concentrate of vitamins A and D from cod liver oil, and ferrous citrate. Evaporated, homogenized and sterilized. Vitamin C supplementation only is necessary. Available in 13 fl. oz. cans at all drug stores.



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IN MUCOUS MEMBRANE THERAPY

ARGYROL therapy offers virtually three treatments in one. For ARGYROL properties are three-fold:

DECONGESTIVE—ARGYROL'S decongestive effect in the membrane is the result of its demulcent, osmotic action. The withdrawal of ARGYROL tampons from the post-nasal cavities frequently brings forth a long ropy mucous discharge measuring as much as two feet or more.

BACTERIOSTATIC—Although proved to be definitely bacteriostatic, ARGYROL is non-toxic to tissue. In nearly a half century of wide medical use of ARGYROL, no case of toxicity, irritation, injury to cilia or pulmonary complication in human beings has ever been reported.

STIMULATING—Soothing to nerve ends in the membrane and stimulating to glands, ARGYROL'S action is more than surface action. For it acts synergetically with the membrane's own tissue defense mechanism.

NEVER DUPLICATED CHEMICALLY OR IN CLINICAL ACCEPTANCE

Solutions of mild silver protein similar in appearance to ARGYROL are chemically different. Different in degree of colloidal dispersion, in size of particles and in Brownian movement viewed under the ultramicroscope. Unlike other mild silver proteins and regardless of the concentration of the solution employed...in ARGYROL, the pH remains

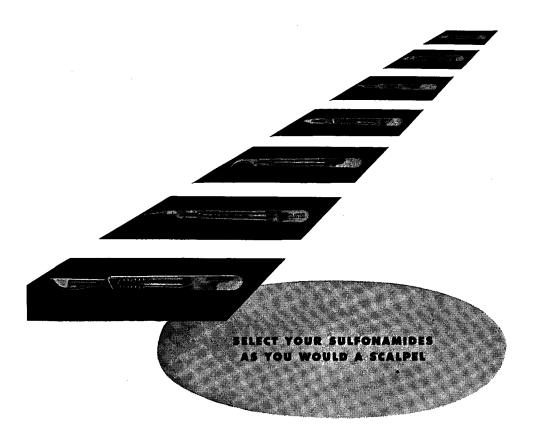
constant, the pAg is properly correlated. Unlike most mild silver proteins, ARGYROL remains equally bland and non-irritating in all concentrations from 1 per cent to 50 per cent. To insure the results which you expect from genuine ARGYROL, it is important that you insist on Original Package ARGYROL.

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THE PHYSIOLOGIC ANTISEPTIC WITH SYNERGETIC ACTION . . .

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For the first time in many years, an important advance has been made in the therapy of hypothyroidism with the development of Proloid. For the first time, the factors which cause nervousness and excessive heart action have been largely removed from thyroid.

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PROLOID for thyroid therapy

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VI-LITRON Capsules supply:

Special Liver Fraction*

-a high concentration (55 to 1) of the anti-secondary anemia principle.

Iron as Ferrous Sulfate

-the form considered to be most readily assimilated and utilized.

Vitamins $B_1 \cdot B_2 \cdot Niacinamide$

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important red cell essentials in a favorable environment.

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safeguards and control insures a high degree of pyrogen-freedom and potency in PENICILLIN-SCHENLEY. This rigid control is assurance that you can specify PENICILLIN-SCHENLEY with confidence ... that you are requesting a product of high excellence.

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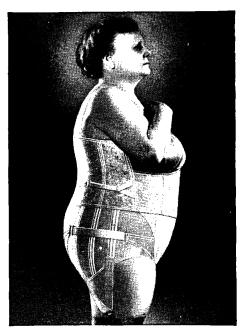


ANATOMICAL SUPPORTS

for

PENDULOUS ABDOMEN





Patient of stocky type of build before and after application of a Camp Support

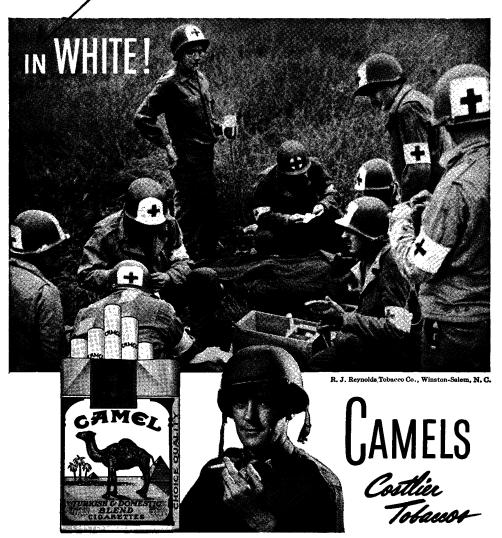
MANY obese patients delay seeking a physician's advice until the overburdened joints show arthritic changes or severe dyspnea or anginal pain develops.

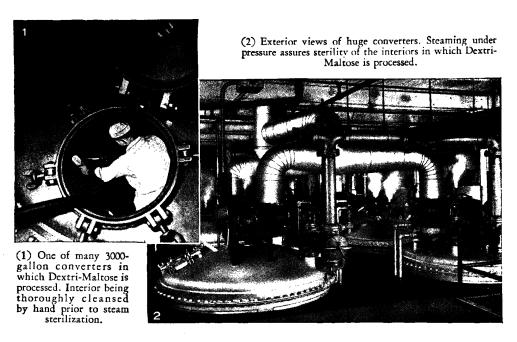
Gastro-enterologists and other clinicians report that anatomical supports are efficient aids in the treatment of these patients. Fitted in a reclining position, Camp Supports, by reason of the fact that they support the pelvic girdle, hold the forward load up and back, giving relief to the lumbar spine. They reduce the drag of the viscera upon the diaphragm, helping to improve its action in respiration and circulation. Camp Supports are comfortable and economically priced.

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They're armed with tourniquets and plasma instead of guns and grenades. • They're the combat team of medical science—the medical officer and the aid men—and they're fighting men, through and through. • It isn't a showy fighting job—just hard, dangerous work that goes on even when the guns are quiet. So often, rest for the men of medicine is limited to a few moments of relaxation with a friendly cigarette.

More than likely it's a Camel cigarette; for Camels, with their mildness and full, round flavor, are such a big favorite with fighting men in all the services.





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PHYSICIANS frequently express surprise that the cleansing and steaming of equipment for manufacture of Dextri-Maltose produces sterility comparable to that in hospitals.

All equipment used for Dextri-Maltose is of the enclosed type and all parts which come in contact with the product are readily accessible for cleaning—smooth surfaces, rounded corners, detachable piping in short lengths.

Huge autoclaves in the Mead Johnson factory steam-sterilize the smaller equipment, and live steam is forced under pressure into storage and processing tanks.

This is but one phase of many precautions taken to make Dextri-Maltose a carbohydrate safe for infants. Unremitting care in laboratory and factory has resulted in a product which over many years has had an extraordinarily low bacterial count. Every step in the process of making Dextri-Maltose is under the watchful eyes of competent bacteriologists.

"The Measure of Economy Is Value, Not Price"

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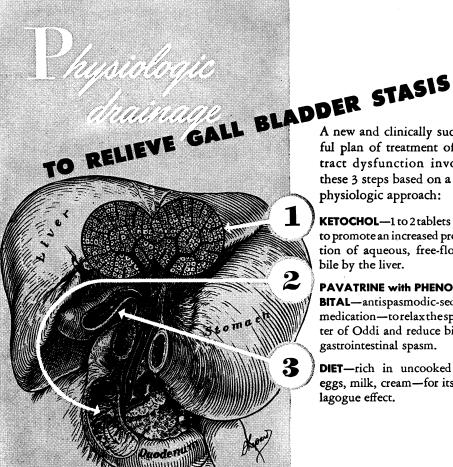
80000 Discovered in 1928 by Professor Alexander Fleming, and first isolated in 1940 by Professor H. W. Florey and his co-workers at Oxford. Pfizer research began in 1941 with first laboratory experiment producing Penicillin by fermentation the same year and recovering it from the fermentation liquors. That winter Pfizer first supplied Penicillin for clinical experiment. In 1942 made first delivery to U. S. Government. In 1943 Pfizer Pilot Plant was in full operation and ground broken for a large, modern plant which was completed early in 1944. Pfizer has been the World's Largest Producer of Penicillin since it s early history in this country.

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5 IMPORTANT FACTS CONCERNING

MACY'S PRESCRIPTION DEPARTMENT

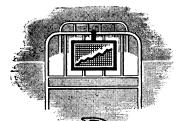
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PARENAMINE is assiduously checked by laboratory procedures, animal testing, and injection of full therapeutic doses clinically to ensure its uniformity, sterility, and freedom from pyrogens.

INDICATED in protein deficiencies and conditions of restricted intake, increased need, or excessive loss of proteins. Particularly useful in preoperative and postoperative management, pregnancy, extensive burns, delayed healing, gastro-intestinal disorders, cirrhosis, nephrosis, fevers and other hypermetabolic states.

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KAOMAGMA consolidates fluid stools.

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Topical application of a contaminated sulfonamide may inadvertently introduce infection, for sulfonamides are not self-sterilizing, being bacteriostatic rather than bactericidal.

There is no such danger with 'SULFATHIADOX'* Self-Sterilizing Sulfathiazole Ointment, a new, unique, sterile and self-sterilizing sulfonamide ointment for use in impetigo and other cutaneous infections, traumatic skin lesions and potentially infected burns.

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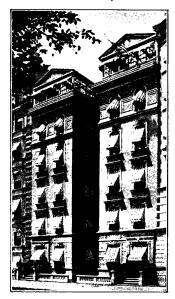
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Dose: Oral 2 to 3 mg. daily.

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Schieffelin Benzestrol is used in relieving symptoms of senile vaginitis and associated pruritus vulvae by converting the atrophic epithelium to the adult functional type. For localized therapy in this condition Schieffelin Benzestrol is available as an ellipsoid tablet for vaginal insertion.

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THE New York Academy of Medicine will hold a meeting Wednesday evening, May 16, to provide a forum in which research workers of New York City and vicinity may present results of original research in clinical medicine.

Physicians and all others who are interested in medical research are cordially invited to attend.

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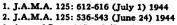
To "tear down", by daily dressings, the efforts of the epithelium to repair itself is no longer accepted practice.^{1, 2}

As a result of experience with war burns and civilian disasters, authorities³ point to the need for prompt covering of the open burn as primary considerations against infection . . . promoting healing. Plasma, of course, and chemotherapy by mouth or intravenously.

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3. Ann. of Surg. 117:885 (June) 1943.



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 Freed, S.C.: J.A.M.A. 127:377 (Feb. 17) 1945.
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(1) De Lee, J. B., and Greenhill, J. P., The Principles and Practice of Obstetrics (1943), pp. 317-319.

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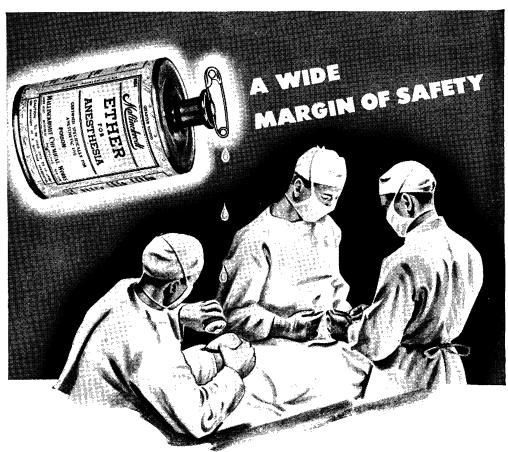


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1 Editorial: Anesthetic Old and New, Anesthesia and Anal-gesia, 23:44, Jan.-Feb. '44 2 R Blair Gould- Anaesthesia for the Patient in Shock, Anesthesialogy 5:129, March, '44. 3. Major C F McCuskey: Anesthesia At The Front, The Mili-tory Surgeon, April, '44

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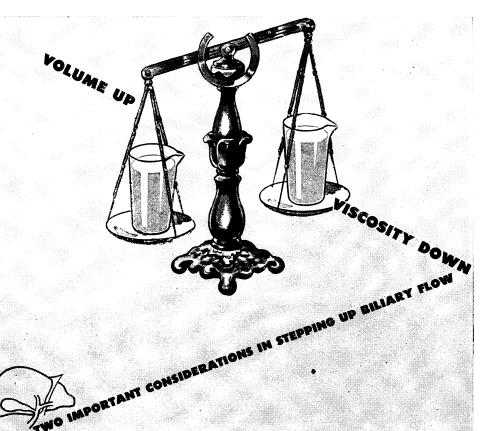


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